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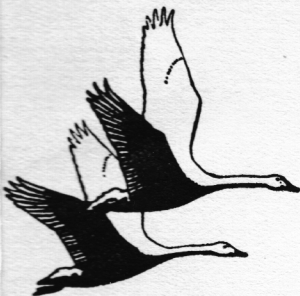
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Of the predicament of our vanishing Wildlife it is said that the beauty and promise of millions of years have been pitched to the edge of oblivion in an evolutionary instant and once destroyed can never be recreated. Wildlife is Man's most beautiful and valuable heritage. It is your responsibility to save what little remains.

*Join The World Wildlife Fund
And Help Save Our Endangered Species
(Membership Form Page 15)*



From: Sir Peter Scott CBE DSC



THE NEW GROUNDS
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Man remains a part of nature. If he is to survive he must live in harmony, not in conflict with nature. Wildlife - all that is alive and wild, plants as well as animals - make up the natural world which is essential to human survival. But unless man makes a conscious effort to prevent it, he will destroy the precious heritage which maintains the life support systems of the planet and alone can assure the survival of man himself. The wildlife of India is a part of that heritage which is especially precious to the people of India. It desperately requires nurture and I believe that the deep wisdom of Indian civilisation will see that it gets it.

Peter Scott

1st January 1974

WORLD WILDLIFE FUND

PRESENTS

THE PREMIERE

OF

LIVING FREE

Starring

Nigel Davenport as George Adamson

Susan Hampshire as Joy Adamson

Columbia Pictures & Carl Foreman Production

17th May 1974

*The Prime Minister Mrs. Indira Gandhi has honoured
the World Wildlife Fund by accepting to be the Chief
Guest.*

LIVING FREE

"Living Free" is the true story of three lion cubs, little Elsa, Gopa and Jespah. Their mother, Elsa the lioness, was born free, in the North Frontier Province of Kenya. When she was still a tiny cub her mother was shot. The Game Warden in charge of the region, George Adamson and his wife Joy, adopted the little orphan. The Adamsons believed that an animal living a natural existence is much happier than one living in perhaps greater safety in a zoo. They decided to return their pet to the wild. The story of how they did so is told by Joy Adamson in her book "*Born Free*".

It was not an easy task. The Adamsons had to help Elsa to learn to hunt, something which a young lion normally learns gradually from members of its "pride". Often Elsa made it clear that she felt her human friends were deserting her. The Adamsons reward came when Elsa mated with a wild lion, and produced three healthy cubs in a hiding place of her own choosing. Though she was now living the life of a wild lioness, she trusted the Adamsons so much that she would bring her cubs to their camp. George and Joy resisted the temptation to pet the cubs, and they grew up truly wild.

Joy Adamson wrote two other books about Elsa's family, "*Living Free*" on which this film is based and "*Forever Free*". When Elsa died the cubs disappeared and were discovered after several weeks attacking livestock belonging to local tribesmen. Obviously, this could not be allowed to continue. With difficulty the cubs were captured and transported 700 miles to the great Serengeti National Park in Tanzania. There, with abundant game available, they could live as Nature intended, without conflicting with man; and there they live to this day, part of the magnificent wildlife which attracts thousands of tourists to Africa. But constant vigilance is needed to keep them safe. In Africa, as in India, poaching in National Parks constitutes a threat to wildlife. The Adamsons are still in Kenya, rehabilitating lions and cheetahs. Their unique association with these big cats has given them scientifically valuable insights into animal personalities and behaviour.

Dr. Rachel Reuben

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OUR ENDANGERED SPECIES

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The Objectives of the World Wildlife Fund :

1. Conservation of endangered habitats, particularly in wetlands, lowland tropical rain forests, cloud forests, oceanic islands, coastal and estuarine zones, circumpolar regions, desert and semi-desert areas and high mountains.

2. Conservation of the following threatened groups of animals and plants, including regulation of trade :

Mammals — Carnivores ; rhinoceros ; endangered ungulates ; threatened primates, in particular the lemurians and great apes.

Birds — Wildfowl, bustards, birds of prey.

Reptiles — Crocodilians, marine turtles.

Plants — Threatened species, especially among orchids and succulents.

3. Environmental monitoring of biological parameters, environmental planning, including special attention to threatened landscapes ; environmental policy, law and administration.

4. Promotion of programmes of conservation education, notably training courses ; production of educational materials and audiovisual aids.

5. Conservation programmes in key areas or countries, particularly in India, East Africa, Ethiopia, Madagascar, Brazil, Middle America (Mexico to Panama), Galapagos Islands (Ecuador), Peru, Indonesia, Nepal, Pakistan and the Philippines.

JOIN THE WORLD WILD LIFE FUND AND HELP SAVE
OUR ENDANGERED SPECIES

ABOUT THE WORLD WILDLIFE FUND

The World Wildlife Fund founded in Morges, Switzerland in 1961 is an international foundation dedicated to the conservation of animal life. It has worked in close association with the International Union for Conservation of Nature (IUCN) the world's leading organisation for scientific conservation, on a variety of projects designed to conserve and perpetuate the natural resources of the earth of which wildlife is an essential aspect. In keeping with its global nature the World Wildlife Fund is administered by an International Board of Trustees from over 20 countries. The International Board of Trustees decides the policies of the National Wildlife Organisations of four continents ; Asia, Africa, North America and Europe.

Funds required for the various projects undertaken by the World Wildlife are raised in several ways. Special schemes, for example the enrolment of members in a Nature Trust, known as "The 1001" have raised a capital of 10 million dollars, from which the interest is sufficient to cover the cost of basic World Wildlife Fund Operations. Another important method of fund raising is through worldwide appeals, to both governments and peoples.

In its first truly international fund raising and publicity campaign, World Wildlife raised over half a million dollars for the preservation of Kenya's Lake Nakuru National Park. A second, even larger, international campaign is now in progress to raise one million dollars for 'Project Tiger'.

'Project Tiger' is of special importance to India. It was launched in April 1973 to save the greatly endangered Bengal Tiger from extinction. There were 40,000 Tigers in India at the beginning of the century but numbers have diminished so drastically that in 1970 there were fewer than 2,000 left, and it was clear that immediate steps were necessary if the species were to survive at all. In 1973, World Wildlife initiated a major publicity and fund raising campaign committed to raising one million dollars, with the understanding that the Government of India was prepared to participate in the Project and contribute to its long term implementation. A task force was set up under the chairmanship of Dr. Karan Singh, then Minister of Civil Aviation and Tourism. Its first task was to carry out a thorough nation wide Tiger census. Based on the result of the census, it proposed the enlargement and improvement of 9 sanctuaries in different parts of India in which strict control of poaching and scientific wildlife management will help tiger populations to gradually build up. It is

hoped that Project Tiger will be completed in 1979, and that its aim of preventing the extinction of this magnificent species will be fully achieved.

Most of the Asian projects of World Wildlife Fund have been launched in India ; a land once renowned for the variety and abundance of its wildlife, now sadly depleted. Two deer species are in particular danger, the Hangul or Kashmir Stag, a local race of red deer in Kashmir and the Swamp Deer or Barasingha of Kanha, Madhya Pradesh. In an earlier project, the World Wildlife Fund worked out a plan for conserving the Hangul. The current campaign is to provide finance for implementing the plan and providing field equipment for the sanctuary staff at Gangul Siya-Behi and Dachigam. The sanctuary at Dachigam also protects the rare Snow Leopard and the over exploited Musk Deer.

The Swamp Deer of Central India has developed small hoofs while living on hard ground, unlike the nominate species living in the marshes which has splayed hoofs. The small hoofed Swamp Deer are now found only in the Kanha National Park and their number has dropped from 3,000 of 1930 to less than 100 today. A grant of \$3000 from an American donor has now provided for a stockade in which a breeding nucleus has been isolated. A Swiss biologist is carrying out studies to assess the reasons for this Deer's rapid decline and to work out conservation measures. Indian wildlife specialists are also being trained here.

A sanctuary for the nominate race of the Swamp Deer at Dudhwa in Uttar Pradesh is also a haven for Black buck and Tiger. One might even find some Marsh Crocodiles, which are a seriously endangered species. The Swamp Deer, however, have thrived, rising in numbers from 200 in 1965 to 1000 in 1969. This is the largest concentration of Swamp Deer in India. But the Dudhwa sanctuary is open to poaching from agricultural land on its southern border and World Wildlife is supporting a request for funds to buy a four wheel drive vehicle for patrolling.

Few people think of snakes as anything but what exist to be destroyed. A snake farm has been established at Madras where venom is extracted for medical and scientific uses and the local public is educated about the role of snakes in the ecosystem ; for instance they feed on rodents which destroy a very high percentage of food grains annually. There is the prospect that the Madras Snake Park, the first in India may lead to others being established in other parts of the country.

Hunting pressures on wildlife in the Himalayas have increased in recent years, resulting in heavy depletion. There are considerable possibilities for training field staff in conservation and scientific management techniques. A special investigation is being made in the Manali area, a popular summer resort, in Himachal Pradesh, to study the possibilities of developing a National Park there.

Apart from these specific projects, World Wildlife—India is attempting to educate people about the need for conservation through films, articles, pamphlets, exhibitions, radio and TV broadcasts. An environmental study camp at Kanha, an environmental seminar at Durgapur, a Nature Camp at Karnala Bird Sanctuary, and a conference in Maharashtra entitled "Conservation—an answer to drought", have all been financed and organised by World Wildlife—India. At the Maharashtra conference, which was attended by members of the State Legislature, papers were presented and a slide show was screened entitled "The Face of Famine". The same slide show was screened for the Rotary Club, Jamshedpur. After seeing it, the Rotarians have made the preservation of wildlife and the development of the Dalma Hill Sanctuary their project for 1974.

In spite of what has been accomplished, much remains to be done. 1974 must be a year in which the organisation and financial foundations are laid for launching the major conservation programmes of the future. Conservation must be recognised to be of vital concern to every individual and every decision maker and not merely the brain child of a few cranks and faddists. It is a vast task and our resources, both financial and organisational, are meagre in comparison with our needs. Generating these resources is our major objective in 1974 and for this we desperately need the help and involvement of every individual who is concerned with the quality of Life in the world around him. We need members who wish to do more than pay an annual subscription of Rs. 10/- regularly and receive the WWF Newsletter. We badly need a group of people who are willing to spare some of their time and some of their ideas to help the cause for which the World Wildlife Fund stands. Even one hour a week could make a major difference to our effectiveness as an organisation and in achieving our objectives. Our strength is in our members. Help us to conserve the fast dwindling animal wealth of this land and their habitats. If you wish to help please contact the Honorary Secretary, World Wildlife-India, Northern Region, 4, Teen Murti Lane, New Delhi-11. Any financial contribution you are willing to make would be most welcome.

A CONSERVATIONIST'S VIEWPOINT

Something for our critics to ponder

Advocates of conservation are often vigorously criticized, especially by Industrialists, Economists and Politicians for holding so steadfastly to viewpoints which seem to be contrary to the trend of social or economic needs.

We have been called obstructionists, and worse, for urging caution in approval for such projects as dams, strip mines, colonization schemes in tropical rain forests, paper mills, the trans-Alaskan oil pipeline, or the proliferation of nuclear-fired power plants, offshore oil wells, larger airports, super highways, and scores of other projects which result in dissemination of virgin forests and environmental degradation.

In the words of some highly placed officials, we do little good and enormous harm once our interests go beyond such relatively "harmless" activities as holding scientific meetings, writing textbooks, bird watching and making lists of endangered species. Presumably, wider concerns should be none of our affair, but left entirely to the good judgement of politicians, businessmen and those governmental agencies which are the official guardians of the public's interest in resource use.

Conservationists also are criticized for views which seem simple-minded to people who have never known anything under their feet but hard surfaces. To hear these critics, it would seem the real world is paved or walled, trees confined to tubs or planting margins, animals to feedlots or zoos, and wild nature to worthless and unknown or, at best, backward places. To suggest that there are paramount values in wilderness, for instance, in the views of many seemingly intelligent people would be a *priori* evidence of a feeble mind.

Indeed, throughout a large part of the world the dominant drives are destruction of wilderness and consumption of basic resources at ever-increasing rates, in the process of which economic growth and relative prosperity—and even something called "the good life"—have resulted for part, but far from all, of the world's people.

Some conservation advocates have challenged the economic theories of increasing use and continuing growth as invalid for the long term. For decades they have warned of coming troubles, urging moderation in the consumption of non-renewable resources—including land—and care in the harvest of such renewable resources as fisheries and forests.

In general these warnings have had few receptive listeners and many critics.

Where rational use of resources—in the full realization that these resources are limited in supply—has been conservation's rallying cry, many of our critics have advocated precisely the opposite action.

Where conservation has demonstrated the ecological truth that diversity results in strength, many critics have advocated systems of monocultures, in human activity as well as in agriculture. Even in the field of ideas, diversity has been shunned and contrary opinion persecuted.

Where conservation has urged that development programmes, fully conceded to be necessary in many cases, take ecological considerations into account in the planning stage, the critics usually have ignored this advice, in spite of ample evidence that to do so imperils the success of the programme concerned. Ironically, when a programme goes sour, ecologists usually are the first experts called in to find a remedy.

Where conservation has urged societies to keep open options for future resource use and not to foreclose choices for coming generations, our critics have advocated policies that will preclude such choices.

Where conservationists have proved the destructive effects of chemical pollution, critics seem quite willing to accept this destruction as the price—but only part of the price, it must be reminded—of so-called economic growth and expansion of markets, or simply of business as usual.

A few decision-makers have listened to these warnings, but in general they have paid little attention. Far too many people have held to the belief that technology and science would miraculously produce substitutes in good time. This has yet to be convincingly demonstrated.

And now the world has come face to face with the bitter reality of an energy crisis. This is a reality with sufficient impact to convince even the most skeptical that there are limits to growth.

One would hope the lessons of this crisis would be taken to heart by those who make the decisions that shape our world. These are the lessons of nature and they extend to the societies of men and the systems they create with the same force as they work in the natural world.

Ecologists know that when a group of living things becomes too successful—in terms of numbers, at least—it tends to destroy itself by the sheer weight of its mass and inability to satisfy its needs for food and habitat. Has mankind become too successful?

Ecologists know that there is strength in diversity. Have our enormously complicated economic systems become too rigidly dependent on a few raw materials? Have we put too many of our eggs in one basket? Do we rely too heavily on too little? Are we attempting to lift ourselves by our own bootstraps?

Sadly, the answer appears to be “yes” to all these questions.

For at least 20 years conservationists have warned of serious trouble ahead in the matter of energy use and production. These warnings have been borne out, and the future appears grim indeed for a large part of the industrialized world.

Conservationists must reiterate that there are no easy answers, no panacea, no magic replacements for exhausted resources that can issue from factories or laboratories.

Hope for the future does not lie in the panic reaction of further environmental destruction and minor modification to the policy of “business as usual”, which appears to be one immediate response to the crisis.

Genuine hope lies only in the imperative and urgent necessity that men and nations honestly begin to practice conservation in all its creative aspects. Realigned priorities, a genuine end to waste, significant retrenchment in levels of consumption, recycling, environmental restoration and repair, and careful planning in all we do must now be the goal in societies where men have long forgotten the feel of the earth under their feet. Ultimately mankind must find the way to live in dynamic balance with the only source of his own strength, which is the natural world.

As they always have, conservation's critics will no doubt call these actions simple-minded and too radical for the “practical” needs of today. No conservationist would suggest they will be easy to accomplish, especially where so much major effort has been spent in opposite directions. Nevertheless, these are ideas whose time is long past due.

Can the world afford further delay? Perhaps—but only at the risk of enormously greater disruption and difficulty when the start is finally made, as inevitably it must.

Robert I. Standish.

The World Wildlife Fund - Northern Region

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